
Forsyth Tobacco

To: Jeff Reagan
Company: Wakefern

Fax: 908/521-8686 (069)

From: J. M. PISCITELLI
Company: RJR/FORSYTH TOBACCO
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Date: 7/08/94

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Comments: Confidential - Good News

Based on the commitment that you have given R. J. Reynolds/Forsyth Tobacco, and Full Partnership status, we are pleased to announce that effective July 11, 1994, your marketing accrual will be increased from 30 cents to 50 cents.

This additional 20 cents will be placed in your accrual fund on a monthly basis to be utilized in marketing your Private Label brand. Your Reynolds Rep will be discussing these marketing opportunities on their next call

If you have any questions on the forthcoming revised pricing, please give me a call Monday in my Cleveland Office at 216/779-1888.

cc: N. Kuruc

51849 8394

WAKEFERN - WORTH - 7/11/94**ALL STYLES**

LIST PRICE	\$8.49
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RETAIL FEATURE (OFF-INVOICE)	1.20
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NET INVOICE	\$7.29
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MONTHLY P/L REBATE	.30
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QUARTERLY MARKETING ACCRUAL*	.50
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SEMI-ANNUAL SHARE OF CATEGORY	.25
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SEMI-ANNUAL SHARE OF CATEGORY BONUS	.25
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NET PRICE	\$5.99
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TERMS (3.25%) (ROUNDED)	.28
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E.F.T.**	.03
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FOCUS PROGRAM POTENTIAL	.14
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POTENTIAL NET	\$5.54
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PREPAID UPFRONT BONUS PAYMENT	.20
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DEAD NET PRICE	\$5.34
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* ALLIANCE PROGRAM - MARKETING PROGRAM (COUPON, ETC.)

**E.F.T. AND FOCUS ARE AVAILABLE TO QUALIFYING CUSTOMERS

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